



**Alberta
Cattle
Commission**

GRASS routes

The Alberta Cattle Producer Monthly Update

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Call us at (403) 275-4400

Foodservice Program Increases Beef Sales

The Alberta Cattle Commission foodservice program has been very active the past eight months and is seeing results.

Its goals of **increasing beef's presence at foodservice and making beef the number one choice** of diners are being addressed in three main areas.

Promotion and Marketing - By far the busiest part of the program, promotions are generally joint ventures with the operator using a variety of methods from customized menu inserts to mass media advertising.

Education - Staff works with a wide variety of foodservice operators to help them with menu development and training. One specific action is to

teach service staff just how good Alberta beef is and how to communicate this message to customers. To date, 25 seminars have been given to over 400 foodservice staff.

Industry Liaison - In a industry so varied and involving so many interests, it is critical that all parties from producers to restaurant operators communicate their concerns and understand where the industry is going. To this end, the first of two beef foodservice symposiums was held in Edmonton this past June. Speakers from across the industry spoke on a number of topics and a panel discussion raised some interesting issues. The second symposium will take place in Calgary this October.

New Product Helps Sell More End Cuts

A new product designed to **encourage increased use of less tender beef cuts and to help consumers save money on their food bill** has been introduced at selected national retail chains.

The product is a sachet marinade that works in about 20 minutes. The marinade is designed to be convenient and allow the customer to take a less

expensive cut of meat and get a very enjoyable eating experience. It is sold with selected beef cuts.

The Beef Information Centre provided technical support to retail chains in both eastern and western Canada to develop the tenderizer. The product will improve the saleability of hip and chuck cuts which represent 54 per cent of the carcass.

Cows and Fish Wins Award

The Alberta Cattle Commission's (ACC) position that cooperative volunteer environmental programs produce better results than government imposed legislation received a boost when the Riparian Habitat Management Project, better known as the *Cows and Fish* project, won the prestigious Emerald environmental award.

Cows and Fish is a cooperative project to encourage proper stream management for the benefit of cattle and wildlife. It is a partnership of the cattle industry, a conservation group and various government departments.

The ACC maintains that *Cows and Fish* is a model for the kind of programs a federal endangered species act should encourage.

The ACC is encouraging government to avoid rigorous legislation and support the development of volunteer grassroots programs such as *Cows and Fish* as the major catalyst for effective environmental management.



Cows and Ducks Reach Agreement

The Canadian Cattlemen's Association, Ducks Unlimited Canada and the North American Wetlands Conservation Council recently signed a memorandum of understanding to **explore opportunities to develop partnerships and projects working toward increased ecological sustainability of both agricultural and wildlife resources.**

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